

## APPLICATION DATA SHEET

Publication Filing Type: New  
Application Type: Utility  
Title of Invention: Targeted Advertising in On Demand Programming  
Docket Number: T742-10  
Suggested Representative Figure: Fig. 1

Customer Number Atty: 27832  
Customer Number Correspondence: 27832

Continuity Data: Provisional Application Number (not yet known) filed on January 9, 2001  
entitled "Targeted Advertising in On Demand Programming" (Attny Docket No. T742-00)

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